

## **A Fundraising Workshop for NGOs: Finding \$\$ to Do Good**

No NGO can operate efficiently without sufficient funding. NGOs in Hong Kong seek funding in a number of ways. This workshop focuses on seeking funding from family and corporate donor foundations. It is designed for NGO professionals who have at least two years' experience and who are in charge of a project or program or its fund raising. In this workshop, students will learn about (1) the techniques and disciplines of writing a funding application using a simple template ("MONAIR"), and (2) how to present their applications effectively. This is an interactive and experiential workshop in Hong Kong at which students will be guided by senior executives of donor-foundations as mentors throughout the end-to-end process of making a funding application. On the last day, participants will make a presentation to directors who are trustees of donor-foundations at a mock board meeting.